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ABSTRACT

A 1977 survey of high school counselors was replicated in 1981 at Georgia State University to determine how counselor opinions, experiences, and evaluation had changed. Responses from 277 high school counselors over the state indicated the following: all respondents in the metropolitan Atlanta area had recently received information about Georgia State University; of the metropolitan Atlanta group, 71 percent had been contacted personally by university personnel; most of the respondents wanted to receive, on a regular basis, the general catalog, as well as more university information about financial aid/scholarships, application/admissions procedures, and academic program descriptions; many respondents voiced their needs for on-campus workshops for high school counselors; Georgia State University was the college most frequently recommended by high school counselors in the metropolitan Atlanta area; The University of Georgia, Georgia State University, and Georgia Southern College were the colleges most frequently recommended by the high school counselors throughout the state; the counselors rated business and management programs as the most popular with undergraduate students; health professions, education, and psychology also received high ratings; academic excellence was rated higher than any other factor by counselors in the metropolitan Atlanta area; reputations of the library and the faculty were also rated highly; and poorest ratings were given to parking and athletic programs. Several study implications are related to transportation, facilities, and counselor relations programs. A sample questionnaire, comparative survey data, and respondent comments are appended. (SW)

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PUBLIC IMAGE OF THE UNIVERSITY:
PERCEPTIONS OF HIGH SCHOOL COUNSELORS

Institutional Research Report No. 81-19

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Office of Institutional Planning
Georgia State University
May, 1981

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Abstract

A replication of an earlier survey of high school counselors was requested by the Vice President for Academic Affairs to see how counselor opinions, experiences, and evaluations had changed in the three years since the last survey. Responses from 277 high school counselors over the state were analyzed.

Some of the findings were:

- All the respondents in the metropolitan Atlanta area had recently received information about Georgia State University.
- Of the metropolitan Atlanta group, 71% had been contacted personally by university personnel.
- Most of the respondents wanted to receive, on a regular basis, the general catalog, as well as more university information about financial aid/scholarships, application/admissions procedures, and academic program descriptions.
- Many respondents voiced their needs for on-campus workshops for high school counselors.
- Georgia State University was the college most frequently recommended by high school counselors in the metropolitan Atlanta area.
- The University of Georgia, Georgia State University, and Georgia Southern College were the colleges most frequently recommended by the high school counselors throughout the state.
- The counselors rated business and management programs as most popular for undergraduate students. Health professions, education, and psychology also received high ratings.
- Academic excellence was rated higher than any other factor by counselors in the metropolitan Atlanta area. Reputations of the library and the faculty were rated highly also.
- Poorest ratings were given to parking and athletic programs.

Several implications suggested by the results of this opinion survey are related to transportation, facilities, and counselor relations programs. These strategies are reflected in the marketing literature of higher education (see Institutional Research Report 79-18 for an extensive bibliography and critique).

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Introduction and Purpose

In 1977 the Executive Vice President and Provost of Georgia State University demonstrated his concern about the recruitment/admissions/registration process by appointing a task force and charging this group to engage in investigative and planning work. He requested assistance in policy and procedural recommendations which would enhance the university's ability to serve efficiently and effectively present and potential students. One study requested by that task force was "Survey of High School Counselors" (Institutional Research Report No. 79-1) undertaken in the spring of 1978 to obtain the image of Georgia State University as perceived by high school counselors in Georgia.

The above study was replicated in the spring of 1981 at the request of the Vice President for Academic Affairs to determine if any changes had transpired with regard to counselor opinions, experiences, and evaluations, in the three years since the last survey.

Method

Participants

A set of mailing address labels for high school counselors in Georgia was requested from the Division of Pupil Personnel Services of the State Department of Education. Labels furnished for elementary and middle school counselors were discarded as were labels for instructors in college and university guidance training programs. Ultimately 819 survey packets were mailed.

Instrument

The survey instrument used in this study was essentially the same as that used in 1978. Only one question was replaced. The questionnaire (displayed in Appendix A), designed for mail distribution to high

school counselors, was used to gather basic demographic data about the counselors and the schools in which they were employed. In addition to requesting counselors to evaluate a number of factors relating to Georgia State University's recruitment and admissions process, the questionnaire also asked respondents to report their perceptions and evaluations of academic programs and student enrollment profiles.

Procedure

A packet containing a cover letter from the Vice President for Academic Services, the questionnaire, and a postage-paid return envelope was mailed to counselor addresses as furnished by the Georgia Department of Education. A postage-paid return postcard was also provided so that participants could request a summary of the survey results without compromising the anonymity of their responses. When the questionnaires were returned, they were analyzed as described below.

Results

Sample

Of the 819 questionnaires mailed out, 293 were completed and returned (36%). Of these, 3 were received after analyses were completed and 13 were omitted because counselors were employed in either elementary or junior high schools. Responses from a total of 277 high school counselors were analyzed for this study.

Analysis

Preliminary examination of the responses indicated that they followed a pattern similar to that found in the survey conducted three years ago: responses seem to be related generally to the counselors' proximity to Georgia State University. Analyses of groups by sex, race and whether

Georgia State University granted the highest degree held by the counselor, reflected negligible differences. Using the same proximity categories as used in the earlier study, tabulations were prepared according to these categories of counselors: a) those employed within metropolitan Atlanta (n=95); b) those employed outside metropolitan Atlanta within 50 miles from Georgia State University (n=48); c) those employed between 51-100 miles from Georgia State University (n=56); d) those employed beyond 100 miles from Georgia State University (n=78); and e) all respondents (n=277). These tabulations are presented in Appendix B.

A tabulation comparing personal characteristics of all respondents to the 1978 survey with those of the 1981 respondents is provided in Appendix C. In addition, a detailed comparison of responses to the questionnaire of 1978 with those in 1981 for the metropolitan Atlanta group has been prepared (Appendix D). Since most of the students enrolled at Georgia State University live in the metropolitan area, most of the entering freshmen come from this area, and because high school counselors responding from the metropolitan Atlanta category formed the largest group, only this group was selected for such detailed observations.

Verbatim responses are presented in Appendix E for items on the survey which asked for additional comments on the admissions/recruitment/registration process and the image of Georgia State University. Responses for each of the three survey questions which requested open-ended comments are arranged by the counselors' proximity to Georgia State University.

Principal Findings

Characteristics of Study Population

When the respondents were grouped by their distance from Georgia State University, those from the metropolitan Atlanta area formed the largest

group (34%). The group who lived more than 100 miles away formed the next largest group (28%). An analysis of the demographic characteristics of the respondents indicated that 65% were female. The ratio of white respondents (83%) to black respondents (16%) was similar to the racial distribution observed in the student population at Georgia State University. When grouped by age, the largest group of respondents was between ages 30-39 (36%). The next most frequently-occurring group was between ages 40-49 (25%). When asked how many years' experience they had as a counselor, 43% of the respondents reported between 10-19 years, and 28% reported between 5-9 years. Most of the respondents (85%) indicated that counseling was their primary responsibility.

Over half (59%) of those participating in this study indicated that the master's was their highest degree. A large number (31%) hold the educational specialist degree, while only 2% hold the doctorate. The University of Georgia was most frequently named as the institution where highest degree was earned (20% of the respondents) with Georgia State University next most frequent (16%). West Georgia College and Georgia Southern College also were named frequently (14% and 9% respectively).

Interactions with the University

In responding to specific questions about their interactions with Georgia State University, all the metropolitan Atlanta group (100%) said they had received information about Georgia State University in the last few years. Of all the respondents over the state, 4% had not received information; they worked beyond 50 miles from the institution. Of the metropolitan Atlanta group 71% reported having contact with university personnel; 28% of the respondents beyond 100 miles had been contacted by university personnel. Most of the respondents (87%) expressed a

desire to receive more information on a regular basis. The most frequently specified types of information desired were a) general catalog (72%), b) financial aid/scholarships (72%), c) application/admission procedures (68%), d) academic programs (56%), and e) on-campus workshops for counselors (53%).

The survey questionnaire also asked each respondent to name three colleges most frequently recommended to their students. For all respondents state-wide, the University of Georgia was named most frequently (85), with Georgia State University (53), West Georgia College (33), and Georgia Southern (27) following. Counselors in metropolitan Atlanta recommend Georgia State University more frequently than other institutions.

Evaluating the Total University

When asked to evaluate Georgia State University on specific factors, respondents tended to give highly favorable ratings to academic excellence, library, and faculty reputation. Moderately favorable ratings were applied to facilities, administration, and personal contacts with the admissions office. Parking and athletic programs were rated poor.

In assessing academic fields most popular with undergraduate students at Georgia State University, high school counselors over the state gave the highest ratings to business and management programs. Health professions, education, and psychology also received high ratings.

Of those counselors over the state who felt they could offer a general opinion about students at Georgia State University, almost half perceived them to be above average in scholastic ability. The respondents frequently perceived the percentage of minority students to be higher than it actually was.

A question new to the 1981 survey asked the respondents to capture their description of Georgia State University in one word. The four most frequently used words were excellent, urban, good, and convenient.

Differences between 1978 and 1981 Surveys

Some changes in the demographic characteristics of the respondents were noted between 1978 and 1981. The respondents in 1981 were older, were more likely to have counseling as their primary responsibility, were more likely to report greater years of experience, and lived closer to Georgia State University. More females responded to the 1981 survey. Also, more respondents reported having received information about Georgia State University than previously.

So that ratings given in 1978 could be compared with those made in 1981, a conventional 4-point academic grading scale was used. Point averages for responses to each item were computed as follows: A (Excellent) = 4; B (Good) = 3; C (Average) = 2; D (Poor) = 1; X (Unknown) responses and No Response were excluded. Weighted scores for metropolitan Atlanta high school counselors' evaluation of factors at Georgia State University, 1978 and 1981, are presented in Table 1 in the order of their 1981 survey ranking, with a plus or minus to indicate the direction of change since 1978. A decrease was noted in the rating for academic excellence although it continued to be the factor with the highest rating. A stronger decrease was noted in the rating for athletic programs, and moderate decreases were observed in the ratings for student fees, recreational programs, and student activities.

The factor which received the greatest positive increase in ratings from high school counselors in the metropolitan Atlanta area was telephone contacts with the admissions office, closely followed by personal contacts with the admissions office. The recruitment process and the registration process also were given improved ratings.

Table 1
Weighted Scores* for Metropolitan Atlanta
High School Counselors' Evaluation of Factors
at Georgia State University, 1978 and 1981

	<u>1978</u>	<u>1981</u>	<u>Change</u>
Academic excellence	3.56	3.42	-
Library	3.26	3.42	+
Faculty reputation	2.94	3.27	+
Facilities	2.94	3.20	+
Administration	2.79	3.16	+
Personal contacts with admissions office	2.19	3.09	+
Study skills program	2.76	3.04	+
Public outreach programs	2.57	3.04	+
Personal counseling	2.45	3.00	+
Remedial programs	2.50	2.98	+
Admissions information	2.31	2.97	+
Correspondence with admissions office	2.18	2.96	+
Telephone contacts with admissions office	2.03	2.95	+
Job placement process	2.11	2.80	+
Recruitment literature	2.27	2.76	+
Registration process	2.00	2.75	+
Recruitment process	1.87	2.72	+
Availability of financial aid	2.00	2.70	+
Vocational counseling	2.30	2.67	+
Student fees	2.77	2.66	-
Admissions process	1.97	2.63	+
Advisement process	2.27	2.62	+
Recreational programs	2.77	2.48	-
Student activities	2.68	2.48	-
Transcripts/records process	2.00	2.44	+
Parking	1.48	1.95	+
Athletic programs	2.33	1.82	-

*Weighted scores were calculated on conventional 4-point scale. A (Excellent)=4; B (Good)=3; C (Average)=2; D (Poor)=1; X (Unknown) and No Response were excluded.

Table 2
 Weighted Scores* for Metropolitan Atlanta
 High School Counselors' Evaluation of Undergraduate Fields at
 Georgia State University, 1978 and 1981

	<u>1978</u>	<u>1981</u>	<u>Change</u>
Business and management	3.47	3.90	+
Health professions	3.07	3.29	+
Education	2.88	3.28	+
Psychology	2.90	3.27	+
Arts and Music	2.84	3.23	+
Humanities	2.81	3.21	+
Public affairs	2.83	3.20	+
Social sciences	2.26	3.15	+
Criminal justice	2.74	3.11	+
Science and mathematics	2.84	3.10	+

*Weighted scores were calculated on conventional 4-point scale. A (Excellent)=4;
 B (Good)=3; C (Average)=2; D (Poor)=1; X (Unknown) and No Response were excluded.

Comparisons were made of ratings of undergraduate fields between 1978 and 1981 by metropolitan Atlanta high school counselors (see Table 2). In both surveys the business and management field was rated highest. All undergraduate fields received higher ratings in 1981, with the largest increase noted for social sciences.

Summary

A replication of an earlier survey of high school counselors was requested by the Vice President for Academic Affairs to see how counselor opinions, experiences, and evaluations had changed in the three years since the last survey. Responses from 277 high school counselors were analyzed.

Some of the findings were:

- All the respondents in the metropolitan Atlanta area had recently received information about Georgia State University.
- Of the metropolitan Atlanta group, 71% had been personally contacted by university personnel.
- Most of the respondents wanted to receive, on a regular basis, the general catalog, as well as more university information about financial aid/scholarships, application/admissions procedures, and academic program descriptions.
- Many respondents voiced their needs for on-campus workshops for high school counselors.
- Georgia State University was the college most frequently recommended by high school counselors in the metropolitan Atlanta area.
- The University of Georgia, Georgia State University, and Georgia Southern College were the colleges most frequently recommended by the high school counselors throughout the state.
- The counselors rated business and management programs as most popular for undergraduate students. Health professions, education, and psychology also received high ratings.

- Academic excellence was rated higher than any other factor by high school counselors in the metropolitan Atlanta area. Reputations of the library and the faculty were rated highly also.
- Poorest ratings were given to parking and athletic programs.

Implications

Several implications are suggested by the results of this opinion survey. Some are presented here which may prompt further discussion and investigation:

- The importance of promoting and publicizing academic excellence to attract students cannot be overlooked.
- With the importance placed upon academic excellence, marketing efforts focusing on specific superior academic programs are apt to be more effective than efforts to promote the total university.
- Attracting superior scholars to specific academic programs would improve public image more than any other recruitment effort.
- Provision of student housing appears to be a necessary prerequisite to attracting students from outside the metropolitan Atlanta area.
- Since student housing is not available, it appears uneconomical to spread recruitment efforts beyond easy commuting distances.
- Counselors beyond the metropolitan Atlanta area frequently appear to discourage their students from considering Georgia State University. Efforts to bring counselors on campus for positive personal experience with the urban campus environment might be profitable.
- The ratings given to athletics and student activities might suggest that these entities should be de-emphasized in student recruitment literature. This implication is based upon marketing strategies suggested in the literature of higher education.

- Counselors outside the Atlanta area do not appear to comprehend the unique mission and scope of an urban university. Marketing and recruitment efforts constantly need to emphasize these positive characteristics rather than discount them to compete with traditional residence institutions.
- Comments regarding parking and transportation indicate that high school counselors are not familiar with the MARTA system and its convenience to Georgia State University. Perhaps recruitment efforts could provide stronger emphasis on the use of MARTA.
- The evaluation of sciences and mathematics by high school counselors may be influenced by the inadequate facilities.

References

Bryson, C.H. Survey of high school counselors. Atlanta, Georgia:
Georgia State University, Office of Institutional Planning, 1978
(Institutional Research Report No. 79-1).

Appendix A
Survey Instrument

SURVEY OF HIGH SCHOOL COUNSELORS

Georgia State University is conducting a study of its admissions/registration process and its public image. Your candid assessment will be of benefit to the institution in planning for present and potential students. Please check the appropriate block (✓) or write in the requested information.

PERSONAL CHARACTERISTICS

Sex ☐ Male ☐ Female Race ☐ White ☐ Black ☐ Other Age _____ Years experience as a counselor _____
Highest degree ☐ Bachelor's ☐ Master's ☐ Specialist ☐ Doctorate Is counseling your primary responsibility? ☐ Yes ☐ No
From _____
(Name of institution where degree was earned)

CHARACTERISTICS OF YOUR HIGH SCHOOL

Grades _____ through 12
Enrollment (1980 - 1981) _____
Racial composition
_____ % White
_____ % Black
_____ % Other
Size of last graduating class _____
Percentage of graduates going on to college _____%



Geographic location (see map)
☐ Metropolitan Atlanta
☐ NW - Northwest Georgia
☐ NE - Northeast Georgia
☐ WC - West Central Georgia
☐ EC - East Central Georgia
☐ SW - Southwest Georgia
☐ SE - Southeast Georgia

Type of location
☐ City/urban
☐ Rural

Distance from Georgia State University in miles _____

GENERAL QUESTIONS

Have you received information about Georgia State University in the last few years?
☐ Yes
☐ No

If "Yes", please check those you have received.

- ☐ General catalog
- ☐ Admissions office newsletter
- ☐ Student recruitment brochures
- ☐ Student newspaper (THE SIGNAL)
- ☐ Quarterly institutional news (GSU TODAY)
- ☐ Former students
- ☐ Your own experience as a student
- ☐ Your local newspaper
- ☐ Contact with university personnel

How often do your students ask about Georgia State University?

- ☐ Frequently
- ☐ Infrequently
- ☐ Never

Would you like to receive regularly more information about Georgia State University?

- ☐ Yes
- ☐ No

If "yes", please indicate the types of information you would find helpful in your counseling.

- ☐ General catalog
- ☐ Application/admissions procedure
- ☐ Academic programs
- ☐ Honors program
- ☐ Housing/residential availability
- ☐ Financial aid/scholarships
- ☐ Student employment/placement
- ☐ Social life
- ☐ On-campus workshops for counselors
- ☐ On-campus workshops for high school students

What colleges do you most frequently recommend to your students?

1. _____
2. _____
3. _____

Based upon the information you have, what is your evaluation of Georgia State University on the following factors?

Please place a letter grade in the appropriate box.
A = Excellent
B = Good
C = Average
D = Poor
X = Unknown

	Academic quality/excellence
	Faculty reputation
	Administration
	Library
	Facilities
	Parking
	Availability of financial aid
	Recruitment literature
	Recruitment process
	Admissions information
	Admissions process
	Telephone contacts with admissions office
	Personal contacts with admissions office
	Correspondence with admissions office
	Advisement process
	Registration process
	Transcripts/records process
	Vocational counseling
	Personal counseling
	Job placement process
	Student activities
	Recreational programs
	Athletic programs
	Student fees
	Remedial programs
	Study skills programs
	Public outreach programs for community

PLEASE CONTINUE ON PAGE TWO -- THE REVERSE SIDE OF THIS PAGE.

The fields below are the most popular with undergraduate students at Georgia State University. How do you assess the reputation of these offerings?

Please place a letter grade in the appropriate box.

A = Excellent
B = Good
C = Average
D = Poor
X = Unknown

	Art and music
	Business & management
	Criminal justice
	Education
	Health professions

	Humanities
	Psychology
	Public affairs
	Sciences/mathematics
	Social sciences

If you can capture your description of Georgia State University in just one word, please write that word here:

Do you have any general impression of students at Georgia State University?

() Yes
() No

If "Yes", check the descriptions which you feel most appropriate.

When compared to students attending other institutions (universities, senior colleges, junior colleges) in the state, Georgia State University students in scholastic ability are:

() Above average
() Average
() Below average
() Unknown

At Georgia State University, minority students comprise what percentage of the total enrollment?

() 5%
() 10%
() 15%
() 20%

Graduate students comprise what percentage of the total enrollment?

() 20%
() 25%
() 30%
() 35%

When compared to students attending other institutions in the state, Georgia State University students have personal financial resources that are:

() Above average
() Average
() Below average
() Unknown

Female students comprise what percentage of the total enrollment?

() 25%
() 35%
() 45%
() 55%

In this space, please write any additional comments you may have regarding the admissions/recruitment process at Georgia State University.

In this space, please write any additional comments you may have regarding the registration process at Georgia State University.

In this space, please write any additional comments you may have about the image of Georgia State University.

Appendix B
Tabulation of Responses

1981 Survey of High School Counselors

Item	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
PERSONAL CHARACTERISTICS					
Sex					
Male	36 (38%)	12 (25%)	21 (38%)	28 (36%)	97 (35%)
Female	58 (61%)	36 (75%)	35 (62%)	49 (63%)	178 (64%)
No response	1 (1%)			1 (1%)	2 (2%)
Race					
White	74 (78%)	42 (88%)	50 (89%)	62 (80%)	228 (83%)
Black	19 (20%)	4 (8%)	6 (11%)	15 (19%)	44 (16%)
Other		1 (2%)			1
No response	2 (2%)	1 (2%)		1 (1%)	4 (1%)
Age					
20-29	4 (4%)	3 (6%)	2 (4%)	5 (6%)	14 (5%)
30-39	31 (33%)	21 (44%)	19 (34%)	28 (36%)	99 (36%)
40-49	23 (24%)	10 (21%)	14 (25%)	24 (31%)	71 (25%)
50-59	24 (25%)	7 (15%)	13 (23%)	16 (20%)	60 (22%)
60-69	6 (6%)	3 (6%)	3 (5%)	2 (3%)	14 (5%)
No response	7 (8%)	4 (8%)	5 (9%)	3 (4%)	19 (7%)
Years experience as a counselor					
0-1	1 (1%)	6 (13%)	3 (5%)	3 (4%)	13 (5%)
2-4	15 (16%)	8 (17%)	7 (13%)	13 (17%)	43 (15%)
5-9	24 (25%)	13 (27%)	14 (25%)	26 (33%)	77 (28%)
10-19	48 (51%)	18 (37%)	23 (41%)	29 (37%)	118 (43%)
20+	7 (7%)	3 (6%)	9 (16%)	6 (8%)	25 (9%)
No response				1 (1%)	1
Is counseling your primary responsibility?					
Yes	83 (87%)	42 (88%)	46 (82%)	64 (82%)	235 (85%)
No	1 (1%)		2 (4%)	1 (1%)	4 (1%)
No response	11 (12%)	6 (12%)	8 (14%)	13 (17%)	38 (14%)
Highest Degree					
Bachelor's				1 (1%)	1
Master's	46 (48%)	33 (69%)	31 (55%)	53 (68%)	163 (59%)
Specialist	40 (42%)	13 (27%)	15 (27%)	18 (23%)	86 (31%)
Doctorate	2 (2%)		2 (4%)		4 (2%)
No responses	7 (8%)	2 (4%)	8 (14%)	6 (8%)	23 (8%)
Institution where degree was earned					
Metro Atlanta (n=95)					
Georgia State University		31 (33%)			
West Georgia College		20 (21%)			
University of Georgia		18 (19%)			
Atlanta University		9 (9%)			
Other		11 (11%)			
No response		6 (6%)			
50 miles (n=48)					
Georgia State University		10 (21%)			
University of Georgia		7 (15%)			
West Georgia College		7 (15%)			
Georgia Southern College		5 (10%)			
Florida A & M		3 (6%)			
Other		12 (25%)			
No response		4 (8%)			

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

51-100 miles (n=56)	
University of Georgia	15 (27%)
West Georgia College	9 (16%)
Auburn	8 (14%)
Atlanta University	2 (4%)
Georgia Southern College	2 (4%)
Georgia State University	2 (4%)
University of Tennessee	2 (4%)
Other	11 (19%)
No response	5 (8%)
>100 miles (n=78)	
Georgia Southern College	19 (24%)
University of Georgia	16 (21%)
Fort Valley State College	5 (6%)
Atlanta University	3 (4%)
University of Tennessee	3 (4%)
Valdosta State College	3 (4%)
Other	23 (29%)
No response	6 (8%)
Total (n=277)	
University of Georgia	56 (20%)
Georgia State University	45 (16%)
West Georgia College	38 (14%)
Georgia Southern College	26 (9%)
Atlanta University	14 (5%)
Auburn University	13 (5%)
Other	64 (23%)
No response	21 (8%)

	Metro Atlanta n=95	< 50 Miles n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
CHARACTERISTICS OF YOUR HIGH SCHOOL					
Grades					
Elementary-12				2 (3%)	2 (1%)
7-12		2 (4%)	1 (2%)	4 (5%)	7 (3%)
8-12	59 (62%)	9 (19%)	7 (12%)	15 (19%)	90 (32%)
9-12	24 (25%)	29 (60%)	39 (70%)	47 (60%)	139 (50%)
10-12	9 (10%)	8 (17%)	8 (14%)	9 (12%)	34 (12%)
11-12			1 (2%)		1
No response	3 (3%)			1 (1%)	4 (2%)
Enrollment					
< 200			1 (2%)		1
200-299		1 (2%)			1
300-499	4 (4%)	4 (8%)	7 (12%)	4 (5%)	19 (7%)
500-799	13 (14%)	6 (13%)	7 (12%)	22 (28%)	48 (17%)
800-1299	29 (31%)	16 (33%)	28 (50%)	32 (41%)	105 (39%)
1300-1999	40 (42%)	17 (36%)	10 (18%)	17 (22%)	84 (30%)
2000+	8 (8%)	4 (8%)	1 (2%)	1 (1%)	14 (5%)
No response	1 (1%)		2 (4%)	2 (3%)	5 (2%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	<50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
Racial Composition					
Percent White					
<10	12 (13%)				12 (4%)
10-29	1 (1%)	2 (4%)	1 (2%)	2 (2%)	6 (2%)
30-49	10 (10%)	2 (4%)	7 (12%)	13 (17%)	32 (12%)
50-69	5 (5%)	11 (23%)	13 (23%)	38 (49%)	67 (24%)
70-89	14 (15%)	12 (25%)	16 (29%)	11 (14%)	53 (19%)
90-100	39 (41%)	19 (40%)	16 (29%)	10 (13%)	84 (30%)
No response	14 (15%)	2 (4%)	3 (5%)	4 (5%)	23 (9%)
Percent Black					
<10	31 (33%)	14 (29%)	13 (23%)	5 (6%)	63 (23%)
10-29	17 (18%)	10 (21%)	17 (30%)	17 (22%)	61 (22%)
30-49	5 (5%)	13 (27%)	12 (21%)	31 (40%)	61 (22%)
50-69	9 (9%)	3 (6%)	9 (16%)	18 (23%)	39 (14%)
70-89	3 (3%)	2 (4%)	2 (4%)	3 (4%)	10 (3%)
90-100	18 (19%)	2 (4%)		1 (1%)	21 (8%)
No response	12 (13%)	4 (9%)	3 (6%)	3 (4%)	22 (8%)
Percent Other					
<10	27 (28%)	11 (23%)	12 (21%)	13 (16%)	63 (22%)
10-29	1 (1%)	1 (2%)			2 (1%)
30-49					
50-69					
70-89					
90-100					
No response	67 (71%)	36 (75%)	44 (79%)	65 (84%)	212 (77%)
Size of last graduating class					
<50	1 (1%)	2 (4%)	2 (3%)		5 (2%)
50-99	4 (4%)	3 (6%)	6 (11%)	6 (7%)	19 (7%)
100-199	26 (28%)	10 (21%)	20 (36%)	27 (35%)	83 (30%)
200-299	30 (32%)	16 (33%)	15 (27%)	27 (35%)	88 (32%)
300-499	27 (28%)	13 (27%)	8 (14%)	11 (14%)	59 (21%)
500-999	2 (2%)		1 (2%)	1 (2%)	4 (1%)
No response	5 (5%)	4 (9%)	4 (7%)	6 (7%)	19 (7%)
Percentage of graduates going to college					
<10			2 (4%)		2 (1%)
10-29	9 (10%)	15 (31%)	20 (36%)	24 (31%)	68 (24%)
30-49	36 (38%)	16 (33%)	20 (36%)	40 (51%)	112 (40%)
50-69	20 (21%)	9 (19%)	7 (12%)	5 (6%)	41 (15%)
70-89	16 (17%)	3 (6%)	2 (4%)	3 (4%)	24 (9%)
90-100	7 (7%)	2 (4%)			9 (3%)
No response	7 (7%)	3 (7%)	5 (8%)	6 (8%)	6 (8%)
Geographic location					
Metropolitan Atlanta	95 (100%)				95 (34%)
NW - Northwest Georgia		14 (29%)	23 (41%)	7 (9%)	44 (16%)
NE - Northeast Georgia		18 (38%)	11 (20%)	6 (8%)	35 (13%)
WC - West Central Georgia		3 (6%)	14 (25%)	3 (4%)	20 (7%)
EC - East Central Georgia		5 (11%)	8 (14%)	20 (26%)	33 (12%)
SW - Southwest Georgia		4 (8%)		13 (17%)	17 (6%)
SE - Southeast Georgia		4 (8%)		29 (37%)	33 (12%)
No response					

*Metro Atlanta respondents are excluded from the "<50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	> 100 Miles n=78	Total n=277
Type of location					
City/Urban	83 (88%)	24 (50%)	21 (37%)	30 (39%)	158 (57%)
Rural	5 (5%)	21 (44%)	30 (54%)	40 (51%)	96 (35%)
No response	7 (7%)	3 (6%)	5 (9%)	8 (10%)	23 (8%)
Distance from GSU					
< 10 miles	20 (21%)	2 (4%)			22 (8%)
10-19 miles	42 (44%)	9 (19%)			51 (18%)
20-29 miles	24 (25%)	7 (14%)			31 (11%)
30-50 miles	7 (8%)	21 (44%)			28 (10%)
51-100 miles			56 (100%)		56 (20%)
101-200 miles				51 (65%)	51 (19%)
201-400 miles				27 (35%)	27 (10%)
No response	2 (2%)	9 (19%)			11 (4%)
GENERAL QUESTIONS:					
Have you received information about GSU in the last few years?					
Yes	95 (100%)	47 (98%)	52 (93%)	72 (92%)	266 (96%)
No			4 (7%)	6 (8%)	10 (4%)
No response		1 (2%)			1 (1%)
If "Yes," please check those you have received.					
General catalog	93 (98%)	45 (94%)	48 (86%)	70 (90%)	256 (92%)
Admissions office newsletter	42 (44%)	17 (35%)	17 (30%)	25 (32%)	101 (37%)
Student recruitment brochures	46 (48%)	17 (35%)	11 (20%)	18 (23%)	92 (33%)
Student newspaper (The SIGNAL)	22 (23%)	6 (13%)	3 (5%)	8 (10%)	39 (14%)
Quarterly institutional news (GSU TODAY)	28 (30%)	10 (21%)	5 (9%)	9 (12%)	52 (19%)
Former students	43 (45%)	12 (25%)	5 (9%)	11 (14%)	71 (26%)
Your own experiences as a student	26 (27%)	10 (21%)	5 (9%)	1 (1%)	42 (15%)
Your local newspaper	24 (25%)	3 (6%)			
Contact with university personnel	67 (71%)	20 (42%)	13 (23%)	22 (28%)	122 (44%)
How often do your students ask about GSU?					
Frequently	76 (80%)	22 (46%)	5 (9%)	9 (12%)	112 (40%)
Infrequently	18 (19%)	24 (50%)	44 (79%)	57 (73%)	143 (52%)
Never		2 (4%)	6 (11%)	11 (14%)	19 (7%)
No response	1 (1%)		1 (1%)	1 (1%)	3 (1%)
Would you like to receive more information regularly?					
Yes	82 (86%)	43 (90%)	46 (82%)	69 (89%)	240 (87%)
No	8 (9%)	3 (6%)	5 (9%)	5 (6%)	21 (8%)
No responses	5 (5%)	2 (4%)	5 (9%)	4 (5%)	16 (5%)

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1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
If "Yes," please indicate the types of information you would find helpful in your counseling					
General catalog	63 (66%)	35 (73%)	38 (68%)	62 (80%)	198 (72%)
Application/admission procedure	64 (67%)	36 (75%)	35 (63%)	53 (68%)	188 (68%)
Academic programs	58 (61%)	35 (73%)	19 (34%)	47 (54%)	154 (56%)
Honors programs	48 (51%)	19 (40%)	10 (18%)	24 (31%)	101 (37%)
Housing/residential availability	27 (28%)	17 (35%)	23 (41%)	42 (54%)	109 (39%)
Financial aid/scholarships	75 (79%)	38 (79%)	35 (63%)	51 (65%)	199 (72%)
Student employment/placement	48 (51%)	24 (50%)	24 (43%)	32 (41%)	128 (46%)
Social life	22 (23%)	10 (21%)	7 (13%)	21 (27%)	60 (22%)
On-campus workshops for counselors	59 (62%)	27 (56%)	27 (48%)	33 (42%)	146 (53%)
On-campus workshops for high school students	47 (50%)	19 (40%)	11 (20%)	24 (31%)	101 (37%)

What colleges do you most frequently recommend to your students? (Note: Each respondent could list three colleges.)

Metro Atlanta (n=95)

Georgia State University (41)
University of Georgia (29)
West Georgia College (15)
DeKalb Community College (12)
Clayton Junior College (9)
Georgia Institute of Technology (8)
Other (36)

< 50 Miles* (n=48)

University of Georgia (17)
West Georgia College (8)
Georgia State University (7)
Georgia Institute of Technology (5)
Other (42)

51-100 Miles (n=56)

University of Georgia (15)
Berry College (9)
West Georgia College (9)
Dalton Junior College (6)
North Georgia College (6)
Other (36)

*Metro Atlanta respondents are excluded from the "<50 Miles" group.

1981 Survey of High School Counselors

>100 miles
 University of Georgia (24)
 Georgia Southern College (21)
 Valdosta State College (16)
 Abraham Baldwin Agricultural College (9)
 Albany State College (6)
 Georgia Institute of Technology (5)
 Middle Georgia College (5)
 Other (61)

Total
 University of Georgia (85)
 Georgia State University (53)
 West Georgia College (33)
 Georgia Southern (27)
 Valdosta State College (17)
 DeKalb Community College (16)
 Berry College (14)
 Clayton Junior College (12)
 North Georgia College (12)
 Abraham Baldwin Agricultural College (11)
 Dalton Junior College (10)
 Other (152)

	Metro Atlanta n=95	< 50 Miles* n= 48	51-100 Miles n=56	> 100 Miles n=78	Total n=277
Based upon the information you have, what is your evaluation of GSU on the following factors?					
Academic Excellence					
A (Excellent)	44 (46%)	16 (33%)	29 (52%)	46 (59%)	135 (49%)
B (Good)	38 (40%)	25 (52%)	16 (29%)	18 (23%)	97 (35%)
C (Average)	5 (5%)	3 (7%)		1 (1%)	9 (3%)
D (Poor)	1 (1%)				1
X (Unknown)	1 (1%)	2 (4%)	6 (11%)	7 (9%)	16 (6%)
No response	6 (7%)	2 (4%)	5 (8%)	6 (8%)	19 (7%)
Faculty reputation					
A (Excellent)	36 (38%)	10 (21%)	22 (39%)	33 (42%)	101 (36%)
B (Good)	42 (44%)	24 (50%)	12 (21%)	22 (28%)	100 (36%)
C (Average)	8 (9%)	4 (8%)	2 (4%)	2 (3%)	16 (6%)
D (Poor)	2 (2%)				2 (1%)
X (Unknown)	5 (5%)	8 (17%)	13 (23%)	13 (17%)	39 (14%)
No response	2 (2%)	2 (4%)	7 (13%)	8 (10%)	19 (7%)
Administration					
A (Excellent)	33 (35%)	5 (10%)	12 (21%)	26 (33%)	76 (28%)
B (Good)	37 (39%)	24 (50%)	15 (27%)	16 (20%)	92 (33%)
C (Average)	13 (14%)	7 (15%)	3 (5%)	2 (3%)	25 (9%)
D (Poor)	3 (3%)	1 (2%)			4 (1%)
X (Unknown)	7 (7%)	10 (21%)	20 (36%)	23 (30%)	60 (22%)
No response	2 (2%)	1 (2%)	6 (11%)	11 (14%)	20 (7%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
Library					
A (Excellent)	48 (50%)	15 (31%)	12 (21%)	22 (28%)	97 (35%)
B (Good)	25 (26%)	18 (38%)	15 (27%)	13 (17%)	71 (26%)
C (Average)	9 (10%)	5 (10%)	1 (2%)	1 (1%)	16 (6%)
D (Poor)	2 (2%)				2 (1%)
X (Unknown)	9 (10%)	9 (19%)	22 (39%)	30 (39%)	70 (25%)
No response	2 (2%)	1 (2%)	6 (11%)	12 (15%)	21 (7%)
Facilities					
A (Excellent)	37 (39%)	6 (12%)	8 (14%)	20 (26%)	71 (26%)
B (Good)	36 (38%)	26 (55%)	18 (32%)	19 (24%)	99 (36%)
C (Average)	15 (16%)	8 (17%)	6 (11%)	4 (5%)	33 (12%)
D (Poor)	2 (2%)		1 (2%)	1 (1%)	4 (1%)
X (Unknown)	1 (1%)	6 (12%)	17 (30%)	23 (30%)	47 (17%)
No response	4 (4%)	2 (4%)	6 (11%)	11 (14%)	23 (8%)
Parking					
A (Excellent)	8 (8%)	1 (2%)	3 (5%)	2 (3%)	14 (5%)
B (Good)	15 (16%)	5 (10%)	6 (11%)	12 (15%)	38 (14%)
C (Average)	32 (34%)	11 (23%)	6 (11%)	10 (13%)	59 (21%)
D (Poor)	36 (38%)	21 (44%)	13 (23%)	16 (21%)	86 (31%)
X (Unknown)	2 (2%)	9 (19%)	21 (38%)	26 (33%)	58 (21%)
No response	2 (2%)	1 (2%)	7 (12%)	12 (15%)	22 (8%)
Availability of financial aid					
A (Excellent)	9 (10%)	2 (4%)	10 (18%)	7 (9%)	28 (10%)
B (Good)	33 (35%)	13 (27%)	16 (29%)	21 (27%)	83 (30%)
C (Average)	24 (25%)	12 (25%)	8 (14%)	5 (7%)	49 (18%)
D (Poor)	3 (3%)	1 (2%)			4 (1%)
X (Unknown)	21 (22%)	18 (38%)	16 (29%)	33 (42%)	88 (32%)
No response	5 (5%)	2 (4%)	6 (10%)	12 (15%)	25 (9%)
Recruitment literature					
A (Excellent)	19 (20%)	4 (8%)	5 (9%)	8 (10%)	36 (13%)
B (Good)	33 (35%)	13 (27%)	18 (32%)	17 (22%)	81 (29%)
C (Average)	27 (29%)	15 (32%)	10 (18%)	15 (20%)	67 (24%)
D (Poor)	6 (6%)	6 (12%)	2 (4%)	1 (1%)	15 (5%)
X (Unknown)	5 (5%)	8 (17%)	13 (23%)	26 (33%)	52 (19%)
No response	5 (5%)	2 (4%)	8 (14%)	11 (14%)	26 (10%)
Recruitment process					
A (Excellent)	22 (23%)	2 (4%)	2 (4%)	6 (8%)	32 (12%)
B (Good)	25 (26%)	5 (10%)	13 (23%)	13 (17%)	56 (20%)
C (Average)	30 (32%)	13 (27%)	9 (16%)	16 (21%)	68 (24%)
D (Poor)	8 (9%)	12 (25%)	8 (14%)	2 (3%)	30 (11%)
X (Unknown)	5 (5%)	14 (30%)	18 (32%)	28 (35%)	65 (24%)
No response	5 (5%)	2 (4%)	6 (11%)	13 (16%)	26 (9%)
Admissions information					
A (Excellent)	26 (28%)	5 (10%)	6 (10%)	8 (10%)	48 (17%)
B (Good)	40 (42%)	18 (39%)	12 (21%)	16 (21%)	100 (36%)
C (Average)	21 (22%)	13 (27%)	7 (12%)	4 (5%)	56 (20%)
D (Poor)	4 (4%)	5 (10%)	1 (2%)	2 (3%)	10 (4%)
X (Unknown)	2 (2%)	5 (10%)	21 (38%)	34 (43%)	42 (15%)
No response	2 (2%)	2 (4%)	9 (17%)	14 (18%)	21 (8%)
Admissions process					
A (Excellent)	16 (17%)	2 (4%)	6 (10%)	8 (10%)	32 (12%)
B (Good)	34 (36%)	10 (21%)	12 (21%)	16 (21%)	72 (26%)
C (Average)	29 (30%)	18 (38%)	7 (12%)	4 (5%)	58 (21%)
D (Poor)	10 (11%)	7 (14%)	1 (2%)	2 (3%)	20 (7%)
X (Unknown)	3 (3%)	9 (19%)	21 (38%)	34 (43%)	67 (24%)
No response	3 (3%)	2 (4%)	9 (17%)	14 (18%)	28 (10%)

*Metro Atlanta respondents are excluded from the "<50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	<50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
Telephone contacts with admission office					
A (Excellent)	33 (35%)	1 (2%)	4 (7%)	5 (6%)	43 (15%)
B (Good)	29 (30%)	10 (21%)	10 (18%)	8 (10%)	57 (21%)
C (Average)	15 (16%)	14 (29%)	3 (5%)	4 (5%)	36 (13%)
D (Poor)	11 (12%)	8 (17%)	3 (5%)	2 (3%)	24 (9%)
X (Unknown)	4 (4%)	13 (27%)	27 (49%)	45 (58%)	89 (32%)
No response	3 (3%)	2 (4%)	9 (16%)	14 (18%)	28 (10%)
Personal contacts with admissions office					
A (Excellent)	35 (37%)	3 (6%)	5 (9%)	6 (8%)	49 (17%)
B (Good)	25 (26%)	11 (23%)	7 (12%)	7 (9%)	50 (18%)
C (Average)	12 (13%)	8 (17%)	4 (7%)	6 (8%)	30 (11%)
D (Poor)	8 (8%)	8 (17%)	1 (2%)	1 (1%)	18 (7%)
X (Unknown)	9 (10%)	16 (33%)	29 (52%)	44 (56%)	98 (35%)
No response	6 (6%)	2 (4%)	10 (18%)	14 (18%)	32 (12%)
Correspondence with admissions office					
A (Excellent)	29 (30%)	2 (4%)	6 (10%)	8 (10%)	45 (16%)
B (Good)	29 (30%)	12 (25%)	10 (18%)	8 (10%)	59 (21%)
C (Average)	16 (17%)	11 (23%)	2 (4%)	7 (9%)	36 (13%)
D (Poor)	8 (8%)	8 (17%)	2 (4%)	2 (3%)	20 (7%)
X (Unknown)	6 (7%)	13 (27%)	26 (46%)	39 (50%)	84 (31%)
No response	7 (8%)	2 (4%)	10 (18%)	14 (18%)	33 (12%)
Advisement process					
A (Excellent)	9 (10%)	1 (2%)	2 (4%)	4 (5%)	16 (6%)
B (Good)	24 (25%)	7 (15%)	5 (9%)	8 (10%)	44 (16%)
C (Average)	24 (25%)	13 (27%)	4 (7%)	3 (4%)	44 (16%)
D (Poor)	4 (4%)	4 (8%)	2 (3%)	2 (3%)	12 (4%)
X (Unknown)	28 (30%)	21 (44%)	34 (61%)	47 (60%)	130 (47%)
No response	6 (6%)	2 (4%)	9 (16%)	14 (18%)	31 (11%)
Registration process					
A (Excellent)	13 (14%)	1 (2%)	3 (5%)	2 (3%)	19 (7%)
B (Good)	26 (27%)	9 (19%)	7 (13%)	12 (15%)	54 (19%)
C (Average)	19 (20%)	15 (31%)	3 (5%)	4 (5%)	41 (15%)
D (Poor)	5 (5%)	7 (15%)	2 (4%)	2 (3%)	16 (6%)
X (Unknown)	26 (27%)	14 (29%)	32 (57%)	44 (56%)	116 (42%)
No response	6 (7%)	2 (4%)	9 (16%)	14 (18%)	31 (11%)
Transcripts/records process					
A (Excellent)	11 (12%)	1 (2%)	5 (9%)	3 (4%)	20 (8%)
B (Good)	26 (27%)	9 (19%)	7 (12%)	12 (15%)	54 (19%)
C (Average)	23 (24%)	11 (23%)	1 (2%)	3 (4%)	38 (14%)
D (Poor)	15 (16%)	11 (23%)	1 (2%)	1 (1%)	28 (10%)
X (Unknown)	14 (15%)	13 (27%)	32 (57%)	45 (58%)	104 (37%)
No response	6 (6%)	3 (6%)	10 (18%)	14 (18%)	33 (12%)
Vocational counseling					
A (Excellent)	6 (6%)		1 (2%)	7 (9%)	14 (5%)
B (Good)	13 (14%)	6 (13%)	7 (12%)	7 (9%)	33 (12%)
C (Average)	11 (12%)	8 (17%)	2 (4%)	4 (5%)	25 (9%)
D (Poor)	3 (3%)	1 (2%)	1 (2%)		5 (2%)
X (Unknown)	53 (56%)	29 (60%)	36 (64%)	47 (60%)	165 (59%)
No response	9 (9%)	4 (8%)	9 (16%)	13 (17%)	35 (13%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	> 100 Miles n=78	Total n=277
Personal counseling					
A (Excellent)	13 (14%)	1 (2%)	5 (9%)	7 (9%)	26 (9%)
B (Good)	17 (18%)	11 (24%)	4 (7%)	8 (10%)	40 (15%)
C (Average)	7 (7%)	4 (8%)	3 (5%)	1 (1%)	15 (5%)
D (Poor)	3 (3%)	2 (4%)			5 (2%)
X (Unknown)	46 (48%)	26 (54%)	35 (63%)	48 (62%)	155 (56%)
No response	9 (10%)	4 (8%)	9 (16%)	14 (18%)	36 (13%)
Job placement process					
A (Excellent)	8 (9%)		2 (4%)	3 (4%)	13 (5%)
B (Good)	10 (10%)	3 (6%)	4 (7%)	11 (14%)	28 (10%)
C (Average)	10 (10%)	7 (15%)	3 (5%)	2 (3%)	22 (8%)
D (Poor)	2 (2%)	2 (4%)			4 (1%)
X (Unknown)	54 (57%)	31 (65%)	37 (66%)	49 (63%)	171 (62%)
No response	11 (12%)	5 (10%)	10 (18%)	13 (17%)	39 (14%)
Student activities					
A (Excellent)	6 (6%)	1 (2%)	2 (4%)	4 (5%)	13 (5%)
B (Good)	20 (21%)	6 (13%)	5 (9%)	11 (14%)	42 (15%)
C (Average)	25 (26%)	10 (21%)	3 (5%)	7 (9%)	45 (16%)
D (Poor)	5 (5%)	2 (4%)	2 (4%)		9 (3%)
X (Unknown)	31 (33%)	25 (52%)	35 (62%)	42 (54%)	133 (48%)
No response	8 (9%)	4 (8%)	9 (16%)	14 (18%)	35 (13%)
Recreational programs					
A (Excellent)	4 (4%)	2 (4%)	2 (4%)	4 (5%)	12 (4%)
B (Good)	15 (16%)	5 (10%)	6 (11%)	6 (8%)	32 (12%)
C (Average)	20 (21%)	10 (21%)	1 (2%)	8 (10%)	39 (14%)
D (Poor)	3 (3%)	2 (4%)	3 (5%)		8 (3%)
X (Unknown)	43 (45%)	25 (52%)	35 (62%)	46 (59%)	149 (54%)
No response	10 (11%)	4 (9%)	9 (16%)	14 (18%)	37 (13%)
Athletic programs					
A (Excellent)	3 (3%)		2 (4%)	3 (4%)	8 (3%)
B (Good)	9 (9%)	5 (10%)	8 (14%)	10 (13%)	32 (11%)
C (Average)	20 (21%)	9 (19%)	2 (4%)	7 (9%)	38 (14%)
D (Poor)	25 (26%)	8 (17%)	3 (5%)	2 (3%)	38 (14%)
X (Unknown)	30 (32%)	21 (44%)	30 (53%)	42 (54%)	123 (44%)
No response	8 (9%)	5 (10%)	11 (20%)	14 (17%)	38 (14%)
Student fees					
A (Excellent)	12 (13%)	1 (2%)	7 (12%)	3 (4%)	23 (8%)
B (Good)	20 (21%)	14 (29%)	7 (12%)	13 (17%)	54 (19%)
C (Average)	20 (21%)	12 (25%)	7 (12%)	10 (13%)	49 (18%)
D (Poor)	6 (6%)	2 (4%)	1 (2%)		9 (3%)
X (Unknown)	30 (32%)	16 (33%)	26 (47%)	38 (48%)	110 (40%)
No response	7 (7%)	3 (6%)	8 (15%)	14 (18%)	32 (12%)
Remedial programs					
A (Excellent)	15 (16%)		4 (7%)	4 (5%)	23 (8%)
B (Good)	27 (28%)	15 (31%)	4 (7%)	5 (7%)	51 (18%)
C (Average)	12 (13%)	5 (10%)	2 (4%)	8 (10%)	27 (10%)
D (Poor)	2 (2%)	1 (2%)	1 (2%)		4 (1%)
X (Unknown)	31 (33%)	23 (48%)	36 (64%)	47 (60%)	137 (50%)
No response	8 (8%)	4 (9%)	9 (16%)	14 (18%)	35 (13%)
Study skills programs					
A (Excellent)	13 (14%)	1 (2%)	4 (7%)	5 (6%)	23 (8%)
B (Good)	26 (27%)	16 (33%)	4 (7%)	6 (8%)	52 (19%)
C (Average)	11 (12%)	4 (8%)	2 (4%)	6 (8%)	23 (8%)
D (Poor)		1 (2%)	1 (2%)		2 (1%)
X (Unknown)	35 (37%)	22 (46%)	36 (64%)	47 (60%)	140 (51%)
No response	10 (10%)	4 (9%)	9 (16%)	14 (18%)	37 (13%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
Public outreach programs for community					
A (Excellent)	18 (19%)	3 (6%)	6 (11%)	7 (9%)	34 (12%)
B (Good)	26 (27%)	7 (15%)	5 (9%)	10 (13%)	48 (17%)
C (Average)	10 (11%)	8 (17%)	1 (2%)	1 (1%)	20 (7%)
D (Poor)	3 (3%)	3 (6%)	1 (2%)		7 (3%)
X (Unknown)	26 (27%)	23 (48%)	35 (62%)	46 (59%)	130 (47%)
No response	12 (13%)	4 (8%)	8 (14%)	14 (18%)	38 (14%)

The fields below are the most popular with undergraduate students at GSU. How do you assess the reputation of these offerings?

Arts and Music					
A (Excellent)	25 (26%)	12 (25%)	6 (11%)	16 (20%)	59 (21%)
B (Good)	29 (30%)	14 (29%)	12 (21%)	15 (19%)	70 (25%)
C (Average)	10 (11%)	4 (8%)	3 (5%)	6 (8%)	23 (8%)
D (Poor)		1 (2%)			1 (1%)
X (Unknown)	16 (17%)	11 (23%)	24 (43%)	27 (35%)	78 (28%)
No response	15 (16%)	6 (13%)	11 (20%)	14 (18%)	46 (17%)

Business & Management					
A (Excellent)	73 (77%)	30 (63%)	26 (46%)	36 (46%)	165 (60%)
B (Good)	6 (6%)	9 (19%)	5 (9%)	9 (12%)	29 (10%)
C (Average)	1 (1%)		1 (2%)		2 (1%)
D (Poor)					
X (Unknown)	2 (2%)	4 (8%)	16 (29%)	21 (27%)	43 (16%)
No response	13 (14%)	5 (10%)	8 (14%)	12 (15%)	38 (13%)

Criminal Justice					
A (Excellent)	18 (19%)	8 (17%)	11 (20%)	9 (12%)	46 (17%)
B (Good)	26 (27%)	17 (35%)	10 (18%)	15 (19%)	68 (24%)
C (Average)	12 (13%)	1 (2%)	2 (4%)	4 (5%)	19 (7%)
D (Poor)					
X (Unknown)	24 (25%)	16 (33%)	23 (41%)	36 (46%)	99 (36%)
No response	15 (16%)	6 (13%)	10 (17%)	14 (18%)	45 (16%)

Education					
A (Excellent)	30 (32%)	12 (25%)	19 (34%)	23 (30%)	84 (30%)
B (Good)	42 (44%)	22 (46%)	15 (27%)	14 (18%)	93 (34%)
C (Average)	4 (4%)	5 (10%)	1 (2%)	4 (5%)	14 (5%)
D (Poor)	2 (2%)				2 (1%)
X (Unknown)	5 (5%)	3 (6%)	15 (27%)	25 (32%)	48 (17%)
No response	12 (13%)	6 (13%)	6 (10%)	12 (15%)	36 (13%)

Health professions					
A (Excellent)	31 (33%)	3 (6%)	7 (13%)	14 (18%)	55 (20%)
B (Good)	27 (28%)	20 (42%)	12 (21%)	17 (22%)	76 (27%)
C (Average)	9 (9%)	2 (4%)	3 (5%)	3 (4%)	17 (6%)
D (Poor)	1 (1%)		1 (2%)	1 (1%)	3 (1%)
X (Unknown)	12 (13%)	17 (35%)	23 (41%)	30 (38%)	82 (30%)
No response	15 (16%)	6 (13%)	10 (18%)	13 (17%)	44 (16%)

Humanities					
A (Excellent)	20 (21%)	5 (10%)	5 (9%)	8 (10%)	38 (14%)
B (Good)	30 (32%)	16 (33%)	9 (16%)	15 (19%)	70 (25%)
C (Average)	6 (6%)	6 (13%)	5 (9%)	6 (8%)	23 (8%)
D (Poor)	1 (1%)				1 (1%)
X (Unknown)	24 (25%)	15 (31%)	27 (48%)	36 (46%)	102 (37%)
No response	14 (15%)	6 (13%)	10 (18%)	13 (17%)	43 (15%)

*Metro Atlanta respondents are excluded from the "<50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	>100 Miles n=78	Total n=277
Psychology					
A (Excellent)	24 (25%)	10 (21%)	13 (23%)	17 (21%)	64 (23%)
B (Good)	33 (35%)	18 (38%)	8 (14%)	13 (17%)	72 (26%)
C (Average)	7 (7%)	4 (8%)	5 (9%)	2 (3%)	18 (7%)
D (Poor)					
X (Unknown)	16 (17%)	10 (21%)	19 (34%)	33 (42%)	78 (28%)
No response	15 (16%)	6 (12%)	11 (20%)	13 (17%)	45 (16%)
Public Affairs					
A (Excellent)	19 (20%)	8 (17%)	9 (16%)	15 (19%)	51 (18%)
B (Good)	23 (24%)	13 (27%)	10 (18%)	14 (18%)	60 (22%)
C (Average)	9 (10%)	3 (6%)		2 (3%)	14 (5%)
D (Poor)					
X (Unknown)	29 (30%)	18 (38%)	28 (50%)	33 (42%)	108 (39%)
No response	15 (16%)	6 (12%)	9 (16%)	14 (18%)	44 (16%)
Sciences/mathematics					
A (Excellent)	19 (20%)	7 (14%)	2 (4%)	14 (18%)	42 (15%)
B (Good)	29 (30%)	12 (25%)	10 (18%)	18 (23%)	69 (25%)
C (Average)	13 (14%)	6 (13%)	5 (9%)	4 (5%)	28 (10%)
D (Poor)					
X (Unknown)	20 (21%)	17 (35%)	28 (50%)	30 (39%)	95 (34%)
No response	14 (15%)	6 (13%)	11 (19%)	12 (15%)	43 (16%)
Social Sciences					
A (Excellent)	16 (17%)	4 (8%)	7 (13%)	9 (11%)	36 (13%)
B (Good)	39 (41%)	20 (42%)	10 (18%)	17 (22%)	86 (31%)
C (Average)	7 (7%)	5 (10%)	3 (5%)	4 (5%)	19 (7%)
D (Poor)					
X (Unknown)	19 (20%)	13 (27%)	26 (46%)	35 (45%)	93 (34%)
No response	14 (15%)	6 (13%)	10 (18%)	13 (17%)	43 (15%)
Do you have any general impression of students at GSU?					
Yes	54 (57%)	28 (58%)	20 (36%)	24 (31%)	126 (45%)
No	28 (29%)	15 (31%)	33 (59%)	47 (60%)	123 (45%)
No response	13 (14%)	5 (11%)	3 (5%)	7 (9%)	28 (10%)
If "Yes," check the descriptions which you feel most appropriate.					
When compared to students attending other institutions (universities, senior colleges, junior colleges) in the state, Georgia State University students in scholastic ability are:					
Above average	25 (26%)	12 (25%)	10 (18%)	18 (23%)	65 (24%)
Average	36 (38%)	18 (38%)	14 (25%)	11 (14%)	79 (28%)
Below average		1 (2%)	1 (2%)		2 (1%)
Unknown	1 (1%)		3 (5%)	3 (4%)	7 (2%)
No response	33 (35%)	17 (35%)	28 (50%)	46 (59%)	124 (45%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

	Metro Atlanta n=95	< 50 Miles* n=48	51-100 Miles n=56	> 100 Miles n=78	Total n=277
At Georgia State University minority students comprise what percentage of the total enrollment?					
5%	3 (3%)	2 (4%)		3 (4%)	8 (3%)
10%	4 (4%)	3 (6%)	2 (4%)	5 (6%)	14 (5%)
15%	16 (17%)	8 (17%)	7 (12%)	5 (6%)	36 (13%)
20%	26 (27%)	16 (33%)	10 (18%)	9 (12%)	61 (22%)
Other	6 (7%)	1 (9%)	5 (9%)	4 (5%)	16 (6%)
No response	46 (42%)	18 (38%)	32 (57%)	52 (67%)	142 (51%)
Graduate students comprise what percentage of the total enrollment?					
20%	4 (4%)	5 (10%)		2 (3%)	11 (4%)
25%	10 (11%)	11 (23%)	3 (5%)	5 (6%)	29 (11%)
30%	20 (21%)	6 (13%)	9 (16%)	7 (9%)	42 (15%)
35%	13 (14%)	9 (19%)	9 (15%)	11 (14%)	42 (15%)
Other	7 (7%)		4 (7%)	3 (4%)	14 (5%)
No response	41 (43%)	17 (35%)	31 (56%)	50 (64%)	139 (50%)
When compared to students attending other institutions in the state, Georgia State University students have personal financial resources that are:					
Above average	5 (6%)	4 (8%)	7 (12%)	4 (5%)	20 (7%)
Average	37 (39%)	20 (42%)	11 (20%)	18 (23%)	86 (31%)
Below average	8 (8%)	5 (11%)	4 (7%)		17 (6%)
Unknown	8 (8%)	3 (6%)	5 (9%)	6 (8%)	22 (8%)
Other					
No response	37 (39%)	16 (33%)	29 (52%)	50 (64%)	132 (48%)
Female students comprise what percentage of the total enrollment?					
25%		1 (2%)	2 (4%)	1 (1%)	4 (1%)
35%	6 (6%)	5 (10%)	6 (10%)	7 (9%)	24 (9%)
45%	20 (21%)	12 (25%)	7 (13%)	13 (17%)	52 (19%)
55%	16 (17%)	11 (23%)	5 (7%)	3 (4%)	35 (13%)
Other	8 (8%)	2 (4%)	4 (7%)	3 (4%)	17 (6%)
No response	45 (48%)	17 (36%)	32 (57%)	51 (65%)	145 (52%)

*Metro Atlanta respondents are excluded from the "< 50 Miles" group.

1981 Survey of High School Counselors

If you can capture your description of Georgia State University in just one word, please write that word here. (Responses are arranged alphabetically within frequency of response. Frequency for each response is recorded within parentheses.)

Excellent (19)	Diverse (1)
Urban (17)	Diversified (1)
Good (15)	Diversity (1)
Convenient (11)	Don't know (1)
Cosmopolitan (7)	Downtown Atlanta (1)
Outstanding (5)	Education (1)
Progressive (4)	Educational (1)
Big (3)	Enrichment (1)
Cold (3)	Excellent-congested (1)
Great (3)	Fantastic (1)
Metropolitan (3)	Fine (1)
Unknown (3)	Frightening (1)
Accessible (2)	Frustrating (1)
Adequate (2)	Frustration (1)
Available (2)	Functional (1)
Busy (2)	Good-convenient (1)
Friendly (2)	Hectic (1)
Growing (2)	Horrible (1)
Impersonal (2)	Huge (1)
Quality (2)	Inclusive (1)
Thorough (2)	Inefficient (1)
Academia (1)	Inner-city (1)
Academic (1)	Isolated (1)
Affordable (1)	Langdale (1)
Asphalt and concrete (1)	Medical (1)
Beneficial (1)	Microcosm (1)
Business-oriented (1)	Multi-faceted (1)
Bustling (1)	No campus (1)
Capsulated (1)	Post-graduate (1)
Challenging (1)	Progressing (1)
Chaotic (1)	Realistic (1)
City college (1)	Reputable (1)
City-commuter (1)	Resourceful (1)
Commuter college (1)	Rigid (1)
Compact (1)	Strong (1)
Compact and crowded (1)	Super (1)
Competitive (1)	Superb (1)
Complex (1)	Tries and succeeds (1)
Comprehensive (1)	Uncooperative (1)
Concerned (1)	Urban campus (1)
Confining (1)	Variable (1)
Confusing (1)	Versatile (1)
Confusion (1)	Very adequate (1)
Cooperative (1)	Very good (1)
Depressing (1)	Very impersonal (1)
Diamond-in-the rough (1)	Work-oriented (1)
Disorganized (1)	

Appendix C
Personal Characteristics of Respondents
to High School Counselor Survey,
1978 and 1981

Comparisons of Personal Characteristics of
Respondents to High School Counselor Survey,
1978 and 1981

	1978 (n=228)	1981 (n=277)
Sex		
Male	98 (43%)	97 (35%)
Female	130 (57%)	178 (65%)
No response		1
Race		
White	181 (79%)	228 (83%)
Black	43 (19%)	44 (16%)
Other	1 (1%)	1
No response	3 (1%)	4 (1%)
Age		
20-29	24 (10%)	14 (5%)
30-39	82 (36%)	99 (36%)
40-49	53 (23%)	71 (25%)
50-59	39 (17%)	60 (22%)
60-69	15 (7%)	14 (5%)
No response	15 (7%)	19 (7%)
Years experience as a counselor		
0-1	16 (7%)	13 (5%)
2-4	35 (15%)	43 (15%)
5-9	85 (37%)	77 (28%)
10-19	78 (34%)	118 (43%)
20+	13 (6%)	25 (9%)
No response	1 (1%)	1
Is counseling your primary responsibility?		
Yes	173 (76%)	235 (85%)
No	15 (7%)	4 (1%)
No response	40 (17%)	38 (14%)
Highest degree		
Bachelor's		1
Master's	139 (61%)	163 (59%)
Specialist	66 (29%)	86 (31%)
Doctorate	7 (3%)	4 (2%)
No response	16 (7%)	23 (8%)
Miles from Georgia State University		
Metro Atlanta	35 (15%)	95 (34%)
< 50 miles*	25 (11%)	48 (18%)
51-100 miles	59 (26%)	56 (20%)
> 100 miles	100 (48%)	78 (28%)

* Metro Atlanta respondents are excluded from the "< 50 miles" group.

Appendix D
Survey Responses from
Metro Atlanta High School Counselors,
1978 and 1981

Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95	
PERSONAL CHARACTERISTICS			
Sex			
Male	13 (37%)	36 (38%)	
Female	22 (63%)	58 (61%)	
No response		1 (1%)	
Race			
White	24 (69%)	74 (78%)	
Black	10 (28%)	19 (20%)	
Other	1 (3%)		
No response		2 (2%)	
Age			
20-29	2 (6%)	4 (4%)	
30-39	18 (51%)	31 (33%)	
40-49	11 (31%)	23 (24%)	
50-59	1 (3%)	24 (25%)	
60-69		6 (6%)	
No response		7 (8%)	
Years experience as a counselor			
0-1		1 (1%)	
2-4	3 (9%)	15 (16%)	
5-9	4 (11%)	24 (25%)	
10-19	18 (51%)	48 (51%)	
20+	10 (29%)	7 (7%)	
No response			
Is counseling your primary responsibility?			
Yes	28 (80%)	83 (87%)	
No		1 (1%)	
No response	7 (20%)	11 (12%)	
Highest Degree			
Bachelor's			
Master's	14 (40%)	46 (48%)	
Specialist	15 (43%)	40 (42%)	
Doctorate	1 (3%)	2 (2%)	
No response	5 (14%)	7 (8%)	
Institution where degree was earned			
1978		1981	
University of Georgia	7 (20%)	Georgia State University	31 (33%)
Georgia State University	7 (20%)	West Georgia College	20 (21%)
Atlanta University	5 (14%)	University of Georgia	18 (19%)
West Georgia College	4 (11%)	Atlanta University	9 (9%)
Georgia Southern College	2 (6%)	Other	11 (11%)
University of Alabama	2 (6%)	No response	6 (6%)
Other	5 (14%)		
No response	3 (9%)		

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Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95
GENERAL QUESTIONS		
Have you receive information about GSU in the last few years?		
Yes	32 (91%)	95 (100%)
No	3 (9%)	
If "Yes," please check those you have received.		
General Catalog	32 (91%)	93 (98%)
Admissions office newsletter	11 (31%)	42 (44%)
Student recruitment brochures	11 (31%)	46 (48%)
Student newspaper (THE SIGNAL)	5 (14%)	22 (23%)
Quarterly institutional news (GSU TODAY)	6 (17%)	28 (30%)
Former students	13 (37%)	43 (45%)
Your own experiences as a student	10 (28%)	26 (27%)
Your local newspaper	7 (20%)	24 (25%)
Contact with university personnel	18 (54%)	67 (71%)
How often do your students ask about GSU		
Frequently	25 (71%)	76 (80%)
Infrequently	9 (26%)	18 (19%)
Never	1 (3%)	
No response		1 (1%)
Would you like to receive regularly more information?		
Yes	31 (89%)	82 (86%)
No	4 (11%)	8 (9%)
No response		5 (5%)
If "Yes, please indicate the types of information you would find helpful in your counseling.		
General catalog	25 (71%)	63 (66%)
Application/admissions procedure	26 (74%)	64 (67%)
Academic programs	22 (63%)	58 (61%)
Honors program	16 (46%)	48 (51%)
Housing/residential availability	11 (31%)	27 (28%)
Financial aid/scholarships	29 (83%)	75 (79%)
Student employment/placement	23 (66%)	48 (51%)
Social life	14 (40%)	22 (23%)
On-campus workshops for counselors	24 (69%)	59 (62%)
On-campus workshops for high school students	20 (51%)	47 (50%)

What colleges do you most frequently recommend to your students? (Note: Each respondent could list three colleges.)

1978
Georgia State University (8)
University of Georgia (6)
West Georgia College (4)
Georgia Southern College (3)
Clayton Junior College (3)
Other (18)
Do not recommend (6)

1981
Georgia State University (41)
University of Georgia (29)
West Georgia College (15)
DeKalb Community College (12)
Clayton Junior College (9)
Georgia Institute of Technology (8)
Other (36)

Comparison of Survey Responses from
Metro Atlanta High School Counselors

1978, 1981

1978
n=35

1981
n=95

Based on the information you have,
what is your evaluation of GSU
on the following factors?

Academic excellence		
A (Excellent)	19 (54%)	44 (46%)
B (Good)	12 (34%)	38 (40%)
C (Average)	3 (9%)	5 (5%)
D (Poor)		1 (1%)
X (Unknown)		1 (1%)
No response	1 (3%)	6 (7%)
Faculty reputation		
A (Excellent)	9 (26%)	36 (38%)
B (Good)	16 (45%)	42 (44%)
C (Average)	7 (20%)	8 (9%)
D (Poor)	2 (6%)	2 (2%)
X (Unknown)	1 (3%)	5 (5%)
No response		2 (2%)
Administration		
A (Excellent)	8 (22%)	33 (35%)
B (Good)	13 (37%)	37 (39%)
C (Average)	9 (26%)	13 (14%)
D (Poor)	3 (9%)	3 (3%)
X (Unknown)	1 (3%)	7 (7%)
No response	1 (3%)	2 (2%)
Library		
A (Excellent)	12 (34%)	48 (50%)
B (Good)	16 (45%)	25 (26%)
C (Average)	2 (6%)	9 (10%)
D (Poor)	1 (3%)	2 (2%)
X (Unknown)	3 (9%)	9 (10%)
No response	1 (3%)	2 (2%)
Facilities		
A (Excellent)	10 (29%)	37 (39%)
B (Good)	16 (46%)	36 (38%)
C (Average)	4 (11%)	2 (2%)
D (Poor)		1 (1%)
X (Unknown)		4 (4%)
No response	1 (3%)	
Parking		
A (Excellent)	1 (3%)	8 (8%)
B (Good)	2 (6%)	15 (16%)
C (Average)	9 (26%)	32 (34%)
D (Poor)	21 (59%)	36 (38%)
X (Unknown)	2 (6%)	2 (2%)
No response		2 (2%)
Availability of financial aid		
A (Excellent)		9 (10%)
B (Good)	7 (20%)	33 (35%)
C (Average)	11 (31%)	24 (25%)
D (Poor)	7 (20%)	3 (3%)
X (Unknown)	10 (29%)	21 (22%)
No response		5 (5%)
Recruitment literature		
A (Excellent)		22 (23%)
B (Good)	8 (23%)	25 (26%)
C (Average)	10 (29%)	30 (32%)
D (Poor)	12 (34%)	8 (9%)
X (Unknown)	4 (11%)	5 (5%)
No response	1 (3%)	5 (5%)

Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95
Admissions information		
A (Excellent)	4 (11%)	26 (28%)
B (Good)	10 (29%)	40 (42%)
C (Average)	10 (29%)	21 (22%)
D (Poor)	8 (23%)	4 (4%)
X (Unknown)	2 (5%)	2 (2%)
No response	1 (3%)	2 (2%)
Admissions process		
A (Excellent)	1 (3%)	16 (17%)
B (Good)	8 (23%)	34 (36%)
C (Average)	10 (29%)	29 (30%)
D (Poor)	11 (31%)	10 (11%)
X (Unknown)	4 (11%)	3 (3%)
No response	1 (3%)	3 (3%)
Telephone contacts with admissions office		
A (Excellent)	4 (12%)	33 (35%)
B (Good)	6 (17%)	29 (30%)
C (Average)	6 (17%)	15 (16%)
D (Poor)	13 (37%)	11 (12%)
X (Unknown)	5 (14%)	4 (4%)
No response	1 (3%)	3 (3%)
Personal contacts with admissions office		
A (Excellent)	3 (9%)	35 (37%)
B (Good)	8 (22%)	25 (26%)
C (Average)	7 (20%)	12 (13%)
D (Poor)	9 (26%)	8 (8%)
X (Unknown)	7 (20%)	9 (10%)
No response	1 (3%)	6 (6%)
Correspondence with admissions office		
A (Excellent)	2 (6%)	29 (30%)
B (Good)	9 (26%)	29 (30%)
C (Average)	9 (26%)	16 (17%)
D (Poor)	8 (22%)	8 (8%)
X (Unknown)	5 (14%)	6 (7%)
No response	2 (6%)	7 (8%)
Advisement process		
A (Excellent)	3 (9%)	9 (10%)
B (Good)	7 (20%)	24 (25%)
C (Average)	10 (29%)	24 (25%)
D (Poor)	6 (17%)	4 (4%)
X (Unknown)	8 (22%)	28 (30%)
No response	1 (3%)	
Registration process		
A (Excellent)	2 (6%)	13 (14%)
B (Good)	7 (20%)	26 (27%)
C (Average)	8 (23%)	19 (20%)
D (Poor)	11 (31%)	5 (5%)
X (Unknown)	6 (17%)	26 (27%)
No response	1 (3%)	6 (7%)
Transcripts/records process		
A (Excellent)	4 (11%)	11 (12%)
B (Good)	7 (20%)	26 (27%)
C (Average)	5 (14%)	23 (24%)
D (Poor)	15 (43%)	15 (16%)
X (Unknown)	3 (9%)	14 (15%)
No response	1 (3%)	6 (6%)
Vocational Counseling		
A (Excellent)	1 (3%)	6 (6%)
B (Good)	2 (6%)	13 (14%)
C (Average)	6 (17%)	11 (12%)
D (Poor)	1 (3%)	3 (3%)
X (Unknown)	24 (68%)	53 (56%)
No response	1 (3%)	9 (9%)

Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95
Personal counseling		
A (Excellent)	1 (3%)	13 (14%)
B (Good)	5 (14%)	17 (18%)
C (Average)	3 (9%)	7 (7%)
D (Poor)	2 (6%)	3 (3%)
X (Unknown)	23 (65%)	46 (48%)
No response	1 (3%)	9 (10%)
Job placement process		
A (Excellent)	1 (3%)	8 (9%)
B (Good)	2 (6%)	10 (10%)
C (Average)	3 (9%)	10 (10%)
D (Poor)	3 (9%)	2 (2%)
X (Unknown)	25 (70%)	54 (57%)
No response	1 (3%)	11 (12%)
Student activities		
A (Excellent)	1 (3%)	6 (6%)
B (Good)	11 (31%)	20 (21%)
C (Average)	7 (20%)	25 (26%)
D (Poor)		5 (5%)
X (Unknown)	15 (43%)	31 (33%)
No response	1 (3%)	8 (9%)
Recreational programs		
A (Excellent)	1 (3%)	4 (4%)
B (Good)	8 (23%)	15 (16%)
C (Average)	4 (11%)	20 (21%)
D (Poor)		3 (3%)
X (Unknown)	21 (60%)	43 (45%)
No response	1 (3%)	10 (11%)
Athletic programs		
A (Excellent)	1 (3%)	3 (3%)
B (Good)	6 (17%)	9 (9%)
C (Average)	5 (14%)	20 (21%)
D (Poor)	3 (9%)	25 (26%)
X (Unknown)	19 (54%)	30 (32%)
No response	1 (3%)	8 (8%)
Student fees		
A (Excellent)	5 (14%)	12 (13%)
B (Good)	12 (34%)	20 (21%)
C (Average)	7 (20%)	20 (21%)
D (Poor)	2 (6%)	6 (6%)
X (Unknown)	8 (23%)	30 (32%)
No response	1 (3%)	7 (7%)
Remedial programs		
A (Excellent)	1 (3%)	15 (16%)
B (Good)	8 (23%)	27 (28%)
C (Average)	5 (14%)	12 (13%)
D (Poor)	2 (6%)	2 (2%)
X (Unknown)	18 (51%)	31 (33%)
No response	1 (3%)	8 (8%)
Study skills programs		
A (Excellent)	2 (6%)	13 (14%)
B (Good)	10 (29%)	26 (27%)
C (Average)	4 (11%)	11 (12%)
D (Poor)	1 (3%)	
X (Unknown)	17 (48%)	35 (37%)
No response	1 (3%)	10 (10%)
Public outreach programs for community		
A (Excellent)	4 (11%)	18 (19%)
B (Good)	7 (20%)	26 (27%)
C (Average)	7 (20%)	10 (11%)
D (Poor)	3 (9%)	3 (3%)
X (Unknown)	13 (37%)	26 (27%)
No response	1 (3%)	12 (13%)

Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95
The fields below are the most popular with undergraduate students at GSU. How do you assess the reputation of these offerings?		
Arts and music		
A (Excellent)	6 (17%)	25 (6%)
B (Good)	10 (29%)	29 (30%)
C (Average)	8 (23%)	10 (11%)
D (Poor)	1 (3%)	
X (Unknown)	6 (17%)	16 (17%)
No response	4 (11%)	15 (16%)
Business and management		
A (Excellent)	20 (57%)	73 (77%)
B (Good)	7 (20%)	6 (6%)
C (Average)	5 (14%)	1 (1%)
D (Poor)		
X (Unknown)	2 (6%)	2 (2%)
No response	1 (3%)	12 (14%)
Criminal justice		
A (Excellent)	3 (9%)	18 (19%)
B (Good)	11 (31%)	26 (27%)
C (Average)	9 (26%)	12 (13%)
D (Poor)		
X (Unknown)	10 (28%)	24 (25%)
No response	2 (6%)	15 (16%)
Education		
A (Excellent)	7 (20%)	30 (32%)
B (Good)	15 (42%)	42 (44%)
C (Average)	9 (26%)	4 (4%)
D (Poor)	1 (3%)	2 (2%)
X (Unknown)	1 (3%)	5 (5%)
No response	2 (6%)	12 (13%)
Health professions		
A (Excellent)	9 (25%)	31 (33%)
B (Good)	11 (31%)	27 (28%)
C (Average)	7 (20%)	9 (9%)
D (Poor)		1 (1%)
X (Unknown)	6 (17%)	12 (13%)
No response	2 (6%)	15 (16%)
Humanities		
A (Excellent)	4 (11%)	20 (21%)
B (Good)	13 (37%)	30 (32%)
C (Average)	9 (26%)	6 (6%)
D (Poor)		1 (1%)
X (Unknown)	7 (20%)	24 (25%)
No response	2 (6%)	14 (15%)
Psychology		
A (Excellent)	6 (17%)	24 (25%)
B (Good)	14 (40%)	33 (35%)
C (Average)	9 (26%)	7 (7%)
D (Poor)		
X (Unknown)	4 (11%)	16 (17%)
No response	2 (6%)	15 (16%)
Public Affairs		
A (Excellent)	5 (13%)	19 (20%)
B (Good)	10 (29%)	23 (24%)
C (Average)	7 (20%)	9 (10%)
D (Poor)	1 (3%)	
X (Unknown)	9 (26%)	29 (30%)
No response	3 (9%)	15 (16%)

Comparison of Survey Responses from
Metro Atlanta High School Counselors
1978, 1981

	1978 n=35	1981 n=95
Sciences/mathematics		
A (Excellent)	4 (11%)	19 (20%)
B (Good)	13 (37%)	29 (30%)
C (Average)	8 (23%)	13 (14%)
D (Poor)		
X (Unknown)	7 (20%)	20 (21%)
No response	3 (9%)	14 (15%)
Social Sciences		
A (Excellent)	3 (9%)	16 (17%)
B (Good)	12 (34%)	39 (41%)
C (Average)	8 (23%)	7 (7%)
D (Poor)		
X (Unknown)	8 (23%)	19 (20%)
No response	4 (11%)	14 (15%)
Do you have any general impression of students at GSU?		
Yes	23 (65%)	54 (57%)
No	10 (29%)	28 (29%)
No response	2 (6%)	13 (14%)
If "Yes," check the descriptions which you feel most appropriate.		
When compared to students attending other institutions (universities, senior colleges, junior colleges) in the state, Georgia State University students in scholastic ability are:		
Above average	5 (14%)	25 (26%)
Average	17 (49%)	36 (38%)
Below average	1 (3%)	
Unknown	1 (3%)	1 (1%)
No response	11 (31%)	33 (35%)
At Georgia State University minority students comprise what percentage of the total enrollment?		
5%	2 (6%)	3 (3%)
10%	6 (17%)	4 (4%)
15%	3 (9%)	16 (17%)
20%	9 (25%)	26 (26%)
Other		6 (7%)
No response	15 (43%)	46 (42%)
Graduate students comprise what percentage of the total enrollment?		
20%	6 (17%)	4 (4%)
25%	4 (11%)	10 (11%)
30%	6 (17%)	20 (21%)
35%	4 (11%)	13 (14%)
Other		7 (7%)
No response	15 (44%)	41 (43%)
When compared to students attending other institutions in the state, Georgia State University students have personal financial resources that are		
Above average		5 (6%)
Average	15 (43%)	37 (39%)
Below average	3 (9%)	8 (8%)
Other		8 (8%)
No response	12 (34%)	37 (39%)

Comparison of Survey Responses from
Metro Atlanta High School Counselors

1978, 1981

	1978 n=35	1981 n=95
Female students comprise what percentage of the total enrollment?		
25%		
35%	5 (14%)	6 (6%)
45%	10 (28%)	20 (21%)
55%	3 (9%)	16 (17%)
Other		8 (8%)
No response	17 (49%)	45 (48%)

Appendix E

Verbatim Comments

For items on the survey which asked for additional comments regarding the admissions/recruitment/registration process and the image of Georgia State University, the responses have been transcribed verbatim for presentation in this section.

The responses for each of the three questions are arranged by the counselor's geographic proximity to Georgia State University:

- Within metropolitan Atlanta
- Beyond metropolitan Atlanta to 50 miles
- 51-100 miles
- Beyond 100 miles

I. IN THIS SPACE, PLEASE WRITE ANY ADDITIONAL COMMENTS YOU MAY HAVE REGARDING THE ADMISSIONS/RECRUITMENT PROCESS AT GEORGIA STATE UNIVERSITY.

A. Within metropolitan Atlanta

My only complaint is this--they have misplaced a few transcripts and then told our students they were not sent--embarrassing for us--our registrar has always phoned and straightened it out.

Correspondence between applicant and school is excellent.

Would like quicker response to application for admission.

Our students have had numerous situations where transcript was mailed from our office but not received or if received the student was informed it was missing and upon double checking it was found. I think students/counselors would benefit from personal visits by the admissions office to the local high schools.

Since Dr. Stansbury was made Director of Admissions the process has improved 100%!

You do a good job--perhaps students might be more effectively stimulated to plan earlier if brief leaflets would be made available.

Students are often notified that transcripts have not been received, when the transcript has already been sent. This occurs frequently.

Excellent.

I would like to see a rep. come to the high schools to meet with interested students and a counselor.

The Jan. (or Feb.) workdays was very helpful

GSU's informative and detailed session with Fulton County counselors have explained their admission procedure in an excellent manner. Telephone calls are promptly returned with specific guidance.

Georgia State offers good programs in many areas and is an excellent choice for the student who must live at home. Sometimes records are a problem.

Counselor group meetings have been very helpful.

I have been pleased with the concern shown students and counselors by the admission officers, namely Robert Jones and staff, when confronted with a problem in clarifying admissions procedures or problems.

We have no knowledge of the admissions or recruitment process.

A thorough, on-going program.

If you can get in a class, you can usually finish. It is frustrating trying to register.

Good considering the fact that you are dealing with 20 thousand students and more.

We receive very little in response from recruiters. They haven't contacted me in the 2 years I've been here.

Things have certainly improved in the last few years. The counselor workshops are most informative.

Admissions office often rude--or indifferent--generally do not offer assistance. If push, will give it grudgingly.

James Austin has done a commendable job relating to H. S. students, sharing info to students and parents, and working with counselors.

My contacts with the admissions office have been very good. I have always found the people in the admissions office to be very courteous and cooperative.

Need to be more concerned about graduate students.

Pay good salary to keep good admissions counselors, year after year, there is too much change for high school counselors.

From several reports, it appears that transcripts are lost at Ga. State. Second requests at the home school are (5 specific occasions in the last 3 months at this high school).

B. Beyond metropolitan Atlanta to 90 miles

Doing a fine job--its a 100% improvement over 8-9 years ago.

Some of our best students attend Georgia State, thus our negative impression is purely from the point of view of trying to work with an admissions office which constantly seems uncaring and unorganized.

I wonder if it's becoming too tough?

I feel our efforts are hampered due to a lack of Admission materials. Several phone calls have failed to result in either catalogues or fin. aid information being sent to us. We now have a few applications and view pamphlets. Our only contact has been by phone on our career fair every other year.

I have had no major problems with admissions regarding my students. I have known of a few problems with graduate admissions including my own.

I feel that my answers to your survey are limited. I am new to high school counseling and am learning a lot. I'm learning that there is a lot that I do not know.

We would appreciate more materials & visits. I don't like the biographical letter that must be written or that I can't give students an unofficial transcript to send in with their application.

I think the recruitment program has improved greatly. But there is still much to be done!

To my knowledge no representative from GSU has ever visited our school--with one exception about 6 or 7 years ago.

Good, financial assistance should be emphasized.

Get rid of taped message that everyone must go through. It is too difficult to obtain accurate information. Everytime I've called GSU for a personal reason or to aid a student, I've had to go through too many people.

I had a very unpleasant experience trying to gain information from the Admissions Office. Since then I have talked with many people who feel the same way. Very unfriendly & uncooperative--

I think Ga. State's admissions/recruitment process is excellent. We are always kept well informed. If we have to call we are always treated very courteously and always gotten the information or materials we need.

We have not received information unless we have requested it. We have not been contacted by a representative and would like this contact. We'd also like to have more information.

Good.

We have had no information on-going from admissions office or any personal contact.

They never visit us.

GSU wants students in their programs, and are not interested in students who want to come there just to learn. The non-degree undergraduate and graduate program are almost non-existent.

Very good--information for students is excellent, professional straight forward.

They don't seem to seek students in our area, but, once we ask for help, the admissions people are very attentive and helpful.

I don't know if your're hurting for students but I think more students would come if they knew how academically sound Georgia State is.

We have been unable to receive materials written for. When we call--we are always put on "hold"--

I appreciate Georgia State keeping us counselors abreast of any new admissions policies and changes in programs.

C. 51 to 100 miles

We needs recruiters in person, as mentioned before. Kids don't just "read" about colleges; they need personal contact. (That is, if you need students)

I never think of GSU wanting freshmen.

Cannot comment, as my contact is limited.

We have never had a representative from GSU in our school to my knowledge.

My impressions are that Ga. State is geared toward adult learners who work part of full time.

Would like college rep to call on H. S. or attend Career Education Day.

We do not send a number of students to be that current in information about recruitment because of housing.

I attended Ga State, graduate in August, '63. If not for Ga State I probably would never have finished College. Good for those who must work.

Very few of our students ever have a desire to go to Atlanta for any reason.

Too much emphasis on SAT/MILLER SCORES.

Very good.

Our school has never been called on, that I am aware of. However this is only my second year here. I feel Georgia State is geared for a somewhat older student than the fresh out of high school.

We would welcome representatives to Career Days or anytime to discuss Georgia State with us.

Until adequate residential facilities are available, recruitment/admissions should be concentrated in Atlanta Urban areas. Bigger does not mean better.

I really know very little about Ga. State.

Good.

There is nothing wrong with the recruitment process at Georgia State and the admission procedure is pretty much the same as everyone elses!

At PROBE met outstanding people from admissions.

Our school has never been visited by a representative from Georgia State. Other colleges call for appointments to visit and to talk with our students. We are always happy to accommodate college reps.

In my work as 9th and 10th grade counselor, I have had little occasion to encounter students going to Georgia State University.

Please send a recruiter each year

George Harper
Pepperell H.S.
Lindale, Ga. 30147

D. Beyond 100 miles

Seems effective.

Have talked with "Probe" representative.

Actually, the only contact I have is at Counselors' Conferences and PROBE.

I have had too few students attend Ga. State to give objective opinion.

We have not had a recruiter from your University to come and talk with our students. It might encourage students to consider your University if someone came and talked with them.

Admission papers seem to be frequently misplaced or lost.

Needs to be improved in this area of Georgia.

This is my first year at the High School level, so I am not familiar with much of the recruiting.

Lack of dorm space too often precludes admission requests.

I have known one person who attended Graduate School in Ed at Georgia State. The impression I received was that it was a very business like efficient, and thorough type school. However, I get the feeling of "coldness" since it is so large and in the middle of a large city.

Not enough information, at least in my school, concerning admissions process.

I have had no experience with the admissions process.

We never hear from Ga. State. Many students are interested but lack of dorms prevents students from applying

I am not certain what the above percentage-type ratings mean. I support it is a guesstimate on the part of the person completing this form.

I apology that I can't be of more help--my students have been interested this year and we're learning together.

I would appreciate more personal contact at my high school (admissions person, alumni, etc.)

The admissions counselors have, over the years, been friendly and concerned.

No one has ever visited our school for recruitment purposes. I can't remember sending you any students--at least not directly from high school.

Never come in contact with recruiters unless at Probe fair.

We are a small rural community. My students do not attend primarily because of location and lack of dormitory facilities.

Your program is well administered.

Seems to be difficult to learn to communicate with the correct person. Since two of my daughters attended Ga. State; and I would like to enter a Doctoral Program; I am speaking personally.

Our students are very hesitant to attend a University in a large city. Your rep. should be aware of this and address it in his presentation.

Georgia State seems better suited for advanced students.

No previous contacts with GSU

We do not have many students to go directly from high school to Georgia State University.

Your admission policy for graduate students who have already earned a master's degree at a reputable university is too restrictive. Some people do not take standardized tests well but this is not reflective of their ability to do graduate work.

I am not familiar with your process. My contact is with my former students who attend Georgia State.

II. IN THIS SPACE, PLEASE WRITE ANY ADDITIONAL COMMENTS YOU MAY HAVE REGARDING THE REGISTRATION PROCESS AT GEORGIA STATE UNIVERSITY.

A. Within metropolitan Atlanta

Fast and efficient!

The registration process seems to work ok. I seldom observe any problems.

Unknown to me.

Your personal interviews with applicants are good--my students are always impressed.

From everything I have heard, it's a nightmare.

As in all computer coupled registration systems the process is not flexible enough.

The registration process is above average.

Good--Excellent

Georgia State's desire and actions to improve their interaction have been effective.

There must be some better way.

I see no problem with it.

Cut application to one page.

Good.

Very frustrating--need more signs to tell students what to do and where to go. Need additional people in registration area to help when students have problems.

The system is much improved over the time when I began nearly 20 years ago.

B. Beyond metropolitan Atlanta to 50 miles

Too much red tape.

I have always had good luck at registration time, consequently I cannot complain.

Seems to be a hassle.

I have been most impressed with the registration process. Sending a specific registration time is a good idea.

Unknown.

I'm unfamiliar with the registration process and would welcome a better understanding of it.

I honestly don't think Georgia State's registration process is any worse than any other large university. I think this is a convenient "whipping boy" for a tedious task.

As a first time graduate student at GSU, I had a difficult time "connecting" with the right people when I went to apply for a 6-year specialist degree. Tho' I was an A student, with high Millers Analogies' scores-I almost gave up-but was finally accepted.

Fairly efficient, generally quick if you reach that point.

I am not familiar with this process.

Unknown.

Georgia State is trying to be something it's not. Why not just try to be an institution of higher learning rather than a diploma factory.

C. 51 to 100 miles

There seems to be some friction between Business School & Arts & Sciences. All should be able to get along under one roof.

Atlanta is just not a choice for a place to get an education. I have had 1 student in 15 years attend Ga. State.

Very good.

Have no contact in this area.

My contact with the nursing admissions process several years ago was both confusing and not very pleasant.

Process is good. However, transcripts and records has poor reputation. Too much bureaucratic delay and inefficiency.

Good.

I have no comments.

Your past history of records being lost, slow response, waiting lines and poor interpersonal relations with students has hurt your image. If not for required graduate attendance in education and recent economy--your future growth would be questionable--which is a shame--we need a great school in Atlanta for many reasons--

I attempted to attend GSU for grad. work & became so disgusted at the impersonal attitude & red tape involved I went back to West Ga.

Get stand-by computers so break-down doesn't stop the entire process.

The only comments I can make regarding the registration process is the advisement prior to registration and the misinforming of advisors to their advisees.

E-6
D. Beyond 100 miles

I don't know much about registration. The only connection I have had has been knowing people who attended graduate school at Georgia State. However, your reputation academically is excellent.

One of the finest--A student can receive the help needed and in a friendly manner.

OK

I have had no experience with the registration process.

Unknown

Good process--Friendly and willing to help.

Do not know enough about it.

Please send me additional information concerning your Doctoral Programs, particularly in the area of Vocational Education and Counseling.

III. IN THIS SPACE, PLEASE WRITE ANY ADDITIONAL COMMENTS YOU MAY HAVE ABOUT THE IMAGE OF GEORGIA STATE UNIVERSITY.

A. Within metropolitan Atlanta

Image have improved greatly in the last five years! Continue the growth and concern for individual students.

Too impersonal. Not concerned about all students. Unfair grading--particularly for black students.

Your business and management school has an excellent reputation. I would like to be able to spend a few days on campus to really get to know what you have to offer. Maybe one day there will be time.

I think Georgia State does a super job for students in this area. We all would be very much at a disadvantage without the services of this fine and effective institution.

Personal experiences account for unfair criticisms on occasions. So, for the record at Ga. State, I registered for graduate school and sent transcripts from 5 colleges. Admissions reported receiving only 4. I enrolled and was informed by my teacher on the first night that although he was my advisor, it would be impossible to ever meet with me because his load was too heavy--that I should speak by telephone with his graduate assistant. Also, Ga State refused to accept the transfer of 10 hours of graduate credit (with grades of "A" in the same curriculum as the Ga. State program. Consequently, I withdrew from Ga State immediately and entered West Ga with accepted transfer of credits and no registration problems.

Keep it going.

Georgia State is performing a vital service for the people of this area in providing a quality education for people who do not choose to or cannot afford to go away to school.

Poor course selection. Many students feel faculty makes schedule for own benefit--so they can have outside consulting. Teaching for many is security--their real jobs are in the business world. Very frustrating when professor is always out (unavailable) except at class time. Show little interest in student.

The undergraduate student and its population; students appear on the surface quite "hippyish."

Excellent

I would prefer eliminating the guise of an athletic program at GSU (Var Basketball for example) and spending the \$ for library materials, books, etc. This would serve the need of a greater number of students.

I see Ga. State as a very good university located near enough to my students to provide an excellent education at the lease expenses to them.

Thank you for this opportunity! I have been made very aware of your desire to establish better communications with counselors and students. It is most appreciated!

Growing, growing, growing, grown!

Georgia State has excellent Library Facilities. The librarians are most helpful to student when using the library.

Freshman seem to need advisement and guidance and are unsure of who, when, etc. Maybe this could be improved upon.

The image needs help.

I think GSU is rapidly approaching standing among the top universities of the U. S.

Excellent image.

Evaluation is important for all schools and universities.

Georgia State lacks confidence in itself!

I have heard numerous comments from former students about the lack of organization in the registration process; transferring credits, etc. Also, the problem of fighting traffic and parking was my reason for selecting West Ga. over Ga. State for graduate school in Counseling.

E-7

B. Beyond metropolitan Atlanta to 50 miles

Our students who have participated in the Junior Leadership Seminars this year have thoroughly enjoyed the program, and feel they have learned a great deal.

I feel very strongly that Georgia State is the best kept secret in the southeast. It is incredible that parents and their children alike, in this metro area are so poorly informed about State's credentials and offerings. This genuinely saddens me, because these youngsters have the opportunity for a superior brand of education in their backyard, and they don't even know it.

My only complaint, and it is a big one, about Ga. State is the poor handling of students records and transcripts. I have personally put in the mail box many transcripts for my students and they come back and say Georgia State said they never received them.

I would never recommend GSU to anyone!

Very good.

I feel the Admissions office is not interested in recruiting students. Maybe they have enough students without recruiting. We have requested that they visit our school, and they haven't really responded.

A big city university that lacks personality.

Georgia State has long had a reputation among educators of working too hard to upgrade its image by being more demanding and harsh. Program improvement--attention to meeting educators needs would be a better option for up-grading.

Fine school.

It seems there is a great deal of "red tape" in the Admissions process. The location of the school lends itself to being overlooked by many students. They do not want to go downtown to a school. One seems to be more of a number there than a person.

Good image. Many metro students want to go elsewhere because they want to experience a campus situation and want to be more on their own (away from home).

I have heard some negative things about how impersonal things are on the Graduate level. That is why I for one have been hesitant on coming down there. Georgia State is definitely a city school and must appeal to those students wanting that kind of an environment.

Georgia State has a good image with me and with most of my students and parents.

It seems to have the image of a "commuter" college. It seems to lack, at times, a great deal of student involvement.

From the above paragraph you may understand why I used the work "complex" to describe GSU.

Fear for personal safety--sort of a rambling monster out of control. Seems disconnected not a total student body.

My knowledge of Ga. State is limited however what I do know for the most part is positive! It is inconvenient for students at my school because of distance and lack of housing facilities.

I have been at this high school for two years. Much of the above information was provided by our guidance center aide.

From your former students on the graduate level, I have received the image of a very unfriendly graduate admissions and registration procedure. I am comparing this to my image of a helpful, friendly graduate admissions at Univ. of Georgia. This pertains to the counseling department.

I know very little about the undergraduate admissions procedures & undergraduate academic programs at Ga. State. I know they have a poor Basketball record & have lost their coach.

Today rural students do not generally want to attend a college in the center of down town Atlanta.

C. 51 to 100 miles

I am impressed with Georgia State. Part of the problem of our students not going there is because of the location and no campus dormitories.

E-9

We have few high school students interested; However, a number of faculty members do consider graduate school or do attend graduate school at Georgia State. Graduate information would be appreciated.

None boarding education institution, valuing academics more than athletics. Good!

When a school counselor takes the time to write asking for specific items, don't send back a Dear Prospective Student.

A good urban day institution. Concentrate on strengths and forget about trying to be all things to everybody.

Academic Reputation is high--

Have a good image of GSU--but very little contact.

Admissions should take note of Mercer University--one of the best for providing parental & student confidence in attending their schools--Get a new President-----COMES DOWN TO LEADERSHIP AT TOP

Doing an excellent job providing educational facilities for Atlanta area adults and students needing to work to pay their way through college.

Poor location.

I am more familiar with the reputation of Georgia State as a graduate school than as an undergraduate school.

Good image.

We have never been contacted or have not received information about Georgia State. Everything I know is strictly "hear-say."

My students usually attend colleges close home; therefore my need for closer contact with Georgia State University is not so great. I attended a seminar there and was very much impressed with facilities, appearance, etc.

Image--very good! Am impressed with the catalog and the few people I've met from there.

It's large. I believe Georgia State is very diversified in its program offerings. Housing is a problem.

Good reputation.

Known as an outstanding school, because Dr. Langdale puts academic ahead of athletics and that is good.

The location of the university, together with the absence of dormitory facilities, is the largest factor in the lack of interest shown by our students in this area of the state.

We have a good image of Georgia State, but over half of our students want to go to school within 40 or 50 miles of their home.

It's excellent, but upper level only.

I was disappointed in the bookstore, of course the time I was there was about 3 years ago and things have probably changed. It seems poorly organized compared to other college bookstores that I have visited. Also the image of an urban University needs to be developed as a major asset.

Very good. GSU will help a person, you work at it. Thank you for helping me. You listen and cooperated with me.

It has been my experience that the location has more effect on students than any other criteria.

Excellent image, in my opinion.

Very good image, but, of course, no place for dorms.

My opinion of Administrators who have trained at Georgia State is only the highest. This is my only contact with graduates of your institution.

As far as I know it is "GREAT".

D. Beyond 100 miles

I see Ga. State as a growing and progressive institution. Housing seems to be the greatest objective (also location of university).

High regard for advanced degrees.

My school is located in the "blackout" zone, NW Ga. It is often difficult to get information from representatives because of our location and size.

Excellent academic program, but poor admission procedures.

Our students and teachers regard Georgia State as a very strong college and like the programs offered. The local of downtown Atlanta discourages parental approval.

I have only worked one year in Georgia and thus am not familiar enough with Georgia State to evaluate it as above. I would like to receive more information about GSU.

Best designed for young, urban adults rather than rural teenagers

Dr. Langdale was my major professor at Valdosta. Any thing he has connection with must be great. He was a wonderful fellow!!!

The absence of dormitories is definitely a factor which accounts for the lack of interest our students have in Ga. State. Most of our students either commute or live in dorms.

Everyone I know who has been a student at GSU has spoken very highly of it. We are so far away and our students are not generally acclimated to a "big city" atmosphere--most of our students choose schools close by with dorm space.

I'm not really familiar with the registration process other than I assume it is very much the same as U.Ga., Ga. Southern, etc.

Excellent criminal justice Department. Excellent graduate program.

Good image portrayed through cities newspapers.

Perceived as superior.

Perhaps the university can go further in stating that there are many things it can offer other than a very good education.

Big city college with a hurried, worried, cold student body. Students take courses just to get ahead in a job or profession.

Our students are generally concerned about housing.

Wish you would teach "off campus" graduate courses in Education in S. Ga. area.

All that I truly know is what I read in the papers. That, for the most part, has been about the inadequacy of the sports facilities and the basketball team. I believe that Georgia State carries a fairly good image among colleges and universities. I have heard nothing to the contrary.

I do not know very much about Georgia State. I do know that in general it is known academically as excellent.

I had the opportunity to view a video tape about GSU and I was very impressed.

I have been to conferences held at Georgia State and have been pleased with the facilities and the people conducting the conferences.

Georgia State is a very sound school academically. The reason we have so few information requests, concerning Georgia State, is because of the distance. Our students are reluctant to move to Atlanta.

From your fine President on to the salaried employee in security who helps with the traffic crossing to the Urban Life Center, I have never encountered anything but friendly, hospitable people. Conferences are always well-run and informative.

Lack of dorm facilities scares many students.
Atlanta scares them, too.

Very Positive.

Very little known; very few students know or want to know about Georgia State. Since there is no sports program they just don't seem know much about your school.

One of the best in the South--Excellent faculty.

Safety I think is one of the factors that probably hurts your institution with many students though you enjoy an excellent academic reputation. With no dorms, most students from here are not interested.

Well qualified faculty.

The biggest problem for students from outside the Atlanta area involve housing and the cost of living in Atlanta. This prevents many of them from even considering GSU. I know you have an excellent university.

Good.

Need to send representatives out and inform counselors or programs.

Excellent image.

I deal with sophomores; therefore, I have very little dealings with college recruitment procedures. It appears to be a fine school but I cannot accurately assess this.

E-11